BRIEFING

5 Verbatim

6 | LightBox Gliding in plain sight in the Swiss Alps

8 World

Closing security gaps after Flight 370; smuggling artists; the Rob Ford time zone

10 Nation

Mustering the super-PAC troops for Hillary Clinton in 2016

14 Health

The bitter taste of new sugar guidelines

16 Milestones

Goodbye to journalist Joe McGinniss

COMMENTARY

17 Viewpoint

College president Leon Botstein on why the SAT should be ended, not mended

18 | The Curious Capitalist

Rana Foroohar on the hollow threat of Vladimir Putin's petropolitics

ON THE COVER: Photo-illustration by Chris Buck for Time



A Ukrainian woman reacts to seeing troops without insignias guarding a military base in Simferopol, Crimea. Photograph by Yuri Kozyrev—Noor for TIME

FEATURES

20 Captain Crimea

By building a personal army and leading a power grab, Sergei Aksyonov has become Moscow's main man in the renegade region by Simon Shuster

26 Rage to Riches

Savvy marketers are making millions off right-wing outrage—but at what cost to the conservative movement? by Alex Altman and Michael Scherer

30 The Brainstorm Bunch

TIME asked some heavy hitters for their ideas on how to improve the world. We bring you the best, including: equal-opportunity comedy, a more diverse Wall Street, vacuum barges, audio tourism, fashionable medical monitors and more

THE CULTURE

50 | Sports

The game that transformed March Madness

54 Movies

An Oscar winner's take on Anita Hill

56 Tuned In

The Veronica Mars movie lands

58 Reviews

Jason Bateman gets spell-checked in *Bad Words*; plus new music and books

60 Pop Chart

Terry Crews; Bieber's brilliant bobble

62 The Awesome Column

Joel Stein lays out his secession plan

64 | 10 Questions

Hip-hop mogul Russell Simmons



TIME (ISSN 0040-781X) is published weekly, except for two issues combined for one week in January, May, July, August, September and December, by Time Inc., Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Periodicals postage paid at New York, NY, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada addresses to: Postal Stn A, P.O. Box 4322, Toronto, Ont., M5W 369, GST 4888381621RT0001 © 2014 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. Subscribers: If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Postmaster: Send address changes to P.O. Box 62120, Tampa, FL 33662-2120. CUSTOMER SERVICE AND SUBSCRIPTIONS—For 24/7 service, please use our website: time.com/customerservice. You can also call 1-800-843-TIME or write to TIME, P.O. Box 62120, Tampa, FL 33662-2120. Mailing list: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62120, Tampa, FL 33662-2120, or send us an email at privacy@time.customerserv.com. Printed in the U.S.